

# Zoë Arlidge-Lyon

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Graphic Designer

## About

Analytical and creative, I am an ambitious designer, aiming to explore the parameters and push the boundaries of a brief to create innovative solutions. I revel in big ideas, making lateral connections to design outcomes that are thought-provoking yet satisfyingly simple. With a perfectionist's eye for detail, I enjoy meticulously iterating and crafting my designs, whether it be for print, digital, or motion.

I am passionate about sustainability and combatting social injustices. It's important to me that I bring aspects of this into my design work, to make a difference in the world through creativity.

With over three years of design agency experience, I have garnered skills in collaboration, client communication, project management, presenting, and launching large-scale print and digital projects. I am now looking for my next challenge, to advance my skills and gain experience while contributing to an organisation that shares my values.

## Skills

### Design

Individual and collaborative idea generation and iteration /  
Brand identity design / Campaign design / Motion graphics  
and animation / UI and UX / Editorial and typographic design /  
Packaging design / Illustration / Artworking / Designing  
presentation decks / Presenting

### Technical

Adobe Creative Suite / Figma / Blender / Google Ads /  
Wordpress / Basic HTML and CSS / Photography / Videography

## Achievements

- 2023 Featured as one of the 'Best in Class' in Eye Magazine
- 2022 Royal Society of Arts (RSA) Student Design Awards  
Highly Commended
- 2022 International Society of Typographic Designers (ISTD)  
Membership with Commendation
- 2019 Duncan of Jordanstone College of Art & Design  
Mitchell Prize for Outstanding Ability
- 2018 George Watson's College Dux

## Education

September 2018 - June 2022

Duncan of Jordanstone College of Art & Design,  
University of Dundee

BDes Graphic Design - First Class Honours

September 2016 - June 2018

George Watson's College

International Baccalaureate (IB) - 42 points

## Work Experience

### Midweight Designer at Hudson Fuggle

March 2025 - PRESENT

### Junior Designer at Hudson Fuggle

September 2022 - March 2025

hudsonfuggle.com / London

I work on campaigns, brand identities, films, websites, social content, and print projects for clients such as UCL, University of Sussex, London Bridge City, ICAEW and the Royal Academy of Dance. As a key member of the design team, I brief out and manage projects, generate ideas, develop concepts, present to clients and produce final artwork, meaningfully contributing to every part of the design process.

### Design Intern at the Dundee Design Festival 2021

May - September 2021

2021.dundeedesignfestival.com / Dundee

I developed the concept for a series of games to educate the public about a malicious area of design, 'Dark Patterns'. I briefed, and managed the game design interns, who coded the games, while I designed the assets. The games are accessible through the online Design House as part of the Dundee Design Festival 2021.

Play at <https://dundeesignhouse.com/dark-patterns/>

### Graphic Design Intern at Jack Renwick Studio

August 2021

jackrenwickstudio.com / London

I collaborated with the design team, generating ideas and creating presentations for logo and campaign design projects for large reputable clients such as the BSI.

### Graphic Design Intern at Creative Graffix

June - August 2021

creativegraffix.co.uk / Dundee

From environmental organisations to local football clubs, I collaborated with the lead designer on a range of client briefs, generating ideas, and developing identity design projects, with a focus on logo animation.

### Freelance Motion Designer for Catesbi

January - February 2021

catesbi.co.uk / Dundee

I collaborated with another designer on a motion graphic for Catesbi, a behavioural therapy clinic for children with autism. I managed the project, communicated closely with the client, pitched our ideas and successfully produced the animation within the tight time frame.

View at <https://vimeo.com/545541567>

### Graphic Design Intern at UpShift

June - September 2020

upshift.co.nz / Nelson, New Zealand

I worked with a team of developers, creating the brand identities and assets for websites and apps.